



January 2, 2014

CALIFORNIA RICE COMMISSION CONTINUATION REFERENDUM
Voting Period Ends January 31, 2014

To the California Rice Producer or Handler Addressed:

The California Rice Commission Law (Law) requires that a continuation referendum be conducted every five years so that California rice growers and handlers can vote on whether or not the Commission should be continued. Since the most recent continuation referendum took place in the year 2008, it is time for the California Department of Food and Agriculture (CDFA) to conduct another vote. The continuation referendum will be held from January 2, 2014 through January 31, 2014.

About the Program

The California Rice Commission, which has been in existence since 1999. The program conducts education, promotion, and research activities on behalf of the California rice industry. These activities are funded by a mandatory assessment on all producers and handlers of rice in California. The Commission is directed by a board of directors consisting of producer representatives from the various producing regions within the State of California and California rice handlers.

About the Referendum

Enclosed with this letter are the following:

- *A REFERENDUM BALLOT*
- *A POSTAGE-PAID RETURN ENVELOPE*

The Law provides that the program shall continue unless the CDFA determines from the referendum that a majority of the eligible producers and a majority of the eligible handlers voting in the referendum voted in favor of termination.

Pursuant to the provisions of the Rice Commission Law, ballots are being mailed to all current rice producers and handlers on record who produced or handled California rice during the most recently completed marketing season (being 9/1/2012 to 8/31/2013). If you qualify as an eligible producer or handler, please complete the ballot and return it to CDFA in the postage-paid return envelope. If you do not qualify, please check the appropriate box, sign the ballot and return it in the postage-paid return envelope.

To be counted, your signed ballot must be postmarked, or otherwise received, no later than January 31, 2014.

After the voting period ends, CDFA will tabulate the votes and issue a notice with a summary of the results. Individual ballots will be kept strictly confidential.



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Please note that each legal entity is entitled to ONE vote and that only original ballots issued by CDFA will be counted. Entities that misplaced their ballots or did not receive one may request a ballot by calling the Marketing Branch at CDFA at (916) 900-5018.

If you have questions about the activities of the California Rice Commission, please contact Tim Johnson, President of the Commission, at (916) 387-2264. Please direct questions regarding the referendum or your eligibility to participate, to Kathy Diaz-Cretu with the Marketing Branch at 916-900-5018.

Sincerely,

A handwritten signature in blue ink that reads "Robert Maxie". The signature is written in a cursive style.

Robert Maxie, Chief
Marketing Branch

Enclosures